



The Implementation Of Corporate Social Responsibility (Csr) Communication In The Company Pt. Hindoli

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ABSTRACT

This research has the main objective of identifying and analyzing the implementation of CSR communication in PT. Hindoli. The problems contained in this study are the inconsistency between the programs run by the company and the expectations of the community, the lack of transparency in the delivery of information, and the lack of feedback mechanisms from the communities involved. The type of research used is field research with a qualitative approach that is descriptive. The data collection methodology used in this study is observation, documentation and interviews. The primary data sources in this study are HR Management, CSR Staff and Beneficiary Communities.

The technique for analyzing data is through three stages, namely: 1) data reduction, 2) data presentation, and 3) drawing conclusions or verification. Based on the results of the research on the implementation of the CSR program of PT. Hindoli has run quite well through the two-way communication pattern between the company and the community and the accuracy of the implementation of communication of CSR recipients at PT. Hindoli can be said to be quite effective because it is carried out through participatory communication involving village officials, community leaders, and the surrounding community.

INTRODUCTION

Communication is a fundamental element in the life of an organization because it is the main means of conveying ideas, policies, values, and goals to various parties involved. In the context of the company, communication is not only understood as the process of delivering information in one direction, but also as a strategic process that involves interaction, meaning, and the formation of perceptions between the company and its stakeholders. The success of a company's policy or program is largely determined by how the communication is designed and implemented. Communication implementation requires clear message planning, appropriate media selection, and the company's ability to read audience responses. Without the implementation of proper communication, the messages conveyed by companies have the potential to be misunderstood, misinterpreted, or even ignored by the public who are the target of the communication (Cornelissen, 2020).

In the era of globalization and increasingly fierce business competition, corporate social responsibility (CSR) is one of the aspects that cannot be separated from modern business strategy. CSR is no longer seen as a form of compliance with the law or a mere philanthropic action, but as a strategic instrument to build reputation, strengthen relationships with stakeholders, and create social added value for the community. This phenomenon is evident from the increasing attention of companies and academics to how CSR is communicated, not just implemented. CSR communication is an important medium for companies to convey their commitment to society and the environment, as well as to build a positive perception of the company's image.

PT. Hindoli, as one of the companies engaged in oil palm plantations, is included in the category of companies that actively implement CSR programs, ranging from education, health, environment, to local community empowerment. However, the effectiveness of CSR communication at PT. Hindoli still needs to be analyzed more deeply, especially regarding the extent to which the communication strategy implemented is able to reach and involve stakeholders to the maximum extent and create a consistent positive perception of the company (Mulyana, 2020).

Problems that arise in CSR communication practices are often related to the inconsistency between the programs run by the company and the expectations of the community, the lack of transparency in the delivery of information, and the lack of feedback mechanisms from the communities involved. In the context of PT. Hindoli, several indicators of problems can be seen from the lack of optimal use of various communication channels, so that information about CSR programs is not always conveyed evenly to all target parties.

In addition, the community often feels that they are not sufficiently involved in the planning and evaluation process of CSR programs, so that the programs that are carried out are more top-down and do not fully respond to local needs. This lack of clarity in communication strategies results in people not understanding the goals, benefits, and impacts of CSR programs run by companies, even though active community participation is one of the key factors in the success of CSR. This gap between the company's goodwill and public acceptance is a significant problem because it can affect the company's reputation, public trust, and the sustainability of the CSR program itself (Kotler & Lee, 2020).

The urgency of research related to the implementation of CSR communication at PT. Hindoli arises from the need to understand how companies can effectively deliver CSR programs, thereby creating a positive social impact while strengthening the company's social legitimacy. Good CSR communication is not only about conveying information, but also building two-way interaction between the company and the community, allowing the community to provide feedback, voice their needs, and assess the relevance of the programs being implemented. Thus, this research is important to provide recommendations for PT. Hindoli in designing a CSR communication strategy that is more participatory, adaptive, and responsive to local needs. In addition, this research has academic urgency because it can add to the literature on the implementation of CSR communication in the plantation sector, which until now is still relatively limited compared to the service or manufacturing sector, especially in the Indonesian context (Carroll & Shabana, 2019).

Based on the existing phenomena, problems, urgency, and gaps, this study has the main objective of identifying and analyzing the implementation of CSR communication in PT. Hindoli. The objectives of the research include an understanding of the CSR communication strategy implemented, the effectiveness of CSR message delivery, the extent to which CSR programs are able to reach and involve stakeholders, and public perception of CSR communication carried out by companies. With this understanding, this study also aims to provide strategic recommendations so that PT. Hindoli can increase the effectiveness of CSR communication as part of efforts to build harmonious relationships with the community, strengthen the company's image, and improve the sustainability of CSR programs in the future (Rahmawati, 2022).

RESEARCH METHODS

This study uses a descriptive qualitative method with stakeholder theory as the basis for analysis. This method was chosen because the research wanted to see and understand directly how PT. Hindoli is carried out in the field, especially from the perspective of the parties involved. The qualitative approach allows researchers to explore the experiences, views, and interests of various stakeholders, such as the company's management, staff handling CSR, employees, and the community around the company's operational area. Through stakeholder theory, this study emphasizes that the implementation of CSR does not only focus on the interests of the company, but also on how the company builds relationships and involves the community and other related parties. Thus, CSR implementation is understood as a process of interaction that affects each other between companies and stakeholders, starting from the planning stage to the implementation of the program.

RESULTS AND DISCUSSION

Implementation of Corporate Social Responsibility (CSR) Communication in the Company PT. Hindoli

Based on the results of the research, the implementation of CSR program communication at PT. Hindoli is carried out through several stages, namely the planning, implementation, and evaluation stages of the program. In the planning stage, the company does not directly determine the CSR program unilaterally, but first communicates with the community through village deliberations, discussions with village officials, community leaders, and plasma farmer groups.

Based on the results of research observations, informal communication has a great influence on building public trust because the relationships that are established feel closer and less rigid. People tend to be more comfortable conveying their needs when communication is done casually than through official forums.

If associated with the Two Way Communication Theory, the implementation of CSR communication of PT. Hindoli pointed out that there was a two-way exchange of messages. The company not only conveys information to the public, but also receives feedback in the form of suggestions, criticisms, and additional needs from the public. In some programs, companies even make adjustments to activities based on citizen input.

This shows that the communication implemented by the company is participatory because the community has an influence on the decisions of the CSR program that is carried out. With two-way communication, companies can find out the needs of the community more accurately so that the CSR programs provided become more targeted.

In addition, the implementation of PT. Hindoli can also be said to have run quite well. Based on the results of observations and interviews, the community acknowledged that the company's CSR assistance provided real

benefits to the surrounding community, especially in the fields of education, health, MSME empowerment, and village infrastructure development.

The success of the implementation of the CSR program can be seen from several indicators, namely:

CSR programs are carried out based on communication results and community needs.

The community is involved in the planning and implementation process of the program.

Help The given Utilized direct by the community.

Relationships Company with community running in harmony.

Society give Response Positive to the implementation of the company's CSR program.

The results of the study also show that the implementation of CSR communication of PT. Hindoli does not stop at the program implementation stage, but continues at the evaluation stage. After the program is completed, the company continues to conduct follow-up communication to find out the benefits of the program for the community.

The evaluation was carried out through repeated visits to the village, discussions with community leaders, and receiving direct input from beneficiaries. This evaluation stage is important because the company can find out the shortcomings of previous programs and use them as improvement materials for the next CSR activities.

Overall, the implementation of CSR communication of PT. Hindoli shows that communication has an important role in the success of the company's CSR program. Through open, participatory, and sustainable two-way communication, the company is able to build a more harmonious relationship with the surrounding community. Therefore, the application of Two Way Communication Theory in CSR communication of PT. Hindoli can be said to run quite effectively because the community is given space to be involved in every stage of the program.

Accuracy in the Implementation of CSR Recipient Communication in the Company PT. Hindoli

Based on the results of research observations, educational assistance is one of the CSR programs that is quite beneficial to the community. This program is carried out through communication between the company and the school regarding the need for educational facilities that are still inadequate. In its implementation, the company not only provides symbolic assistance, but also communicates directly with the school and the community.

The MSME assistance program is carried out based on the results of data collection and communication between companies and people who have active businesses. The assistance aims to help the community in developing businesses and improving the family economy. Based on the results of the interviews, the community considers the assistance of MSMEs to be quite helpful in supporting their business activities.

The infrastructure assistance program is carried out based on the results of the company's communication with village officials and the surrounding community. The company chooses the area that is considered most in need of repairs to public facilities, namely roads so that the assistance provided can be used directly by the community. This program also shows the cooperative relationship between the company and the community in the development of the surrounding environment.

The social and health assistance program was carried out with the construction of the ICU of Sungai Lilin Hospital, through communication and submission from the hospital to find out the most needed needs at that time. Based on the results of the research, the community considers that the health and social assistance for ICU construction from the company is quite helpful, especially for people in need.

Overall, the accuracy of the implementation of communication of CSR recipients at PT. Hindoli points out that participatory and open communication has a great influence on the success of CSR programs. Through two-way communication, companies can understand the needs of the community more accurately and ensure that assistance is provided to the right parties.

Thus, the application of Two Way Communication Theory in the implementation of CSR recipient communication has been proven to help companies build more harmonious social relationships, increase public trust, and support the sustainability of the company's CSR programs.

CONCLUSION

The implementation of communication of PT. Hindoli has been doing quite well through a two-way communication pattern between the company and the community. This can be seen from the communication carried out from the planning, implementation, to evaluation stages of CSR programs. The company not only conveys information about CSR programs to the community, but also provides space for the community to convey needs, suggestions, and responses to the programs being run. Through this participatory communication, PT. Hindoli in the fields of education, MSME assistance, health, and village infrastructure development can be implemented properly and the benefits are felt by the community around the company's operational area. Open and sustainable communication also helps companies build harmonious social relationships with society.

The accuracy of the implementation of communication of CSR recipients at PT. Hindoli can be said to be quite effective because it is carried out through participatory communication involving village officials, community leaders, and the surrounding community. The determination of beneficiaries is carried out based on the results of communication, data collection, and social conditions of the community in the field so that the assistance provided becomes more targeted. In addition, the company is also open to public input and feedback if changes are found in

the condition of aid recipients in the field. The application of two-way communication in the process of determining beneficiaries makes the community feel involved so that it can reduce misunderstandings and increase public trust in the company. Thus, the implementation of good CSR communication has an important role in supporting the success of PT. Hindoli.

SUGGESTIONS

Based on the results of this research, there are several suggestions that can be given to various parties:

For PT. Hindoli is expected to continue to maintain and improve the pattern of two-way communication in every implementation of CSR programs, especially at the evaluation and follow-up stages of the program. Companies are also advised to more regularly communicate directly with the community so that the needs of the community that develop in the field can be known more quickly and accurately. In addition, companies need to increase documentation and publication of CSR activities as a form of transparency to the public so that the CSR programs carried out can be known more widely.

For the beneficiary community, the community is expected to be more active in conveying their aspirations, needs, and evaluation of the CSR programs run by the company. Community participation is very important so that the programs provided are truly in accordance with needs and can be used optimally. In addition, the community is also expected to maintain good communication relations with the company so that the social relations and cooperation that have been established can continue to run harmoniously.

For future researchers, researchers are then advised to develop research on CSR communication using other communication theory perspectives or expand the research object to different companies. In addition, further research can also add a discussion about the use of digital communication media in the implementation of CSR programs so that the results of research become more varied and relevant to the current development of organizational communication.

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